

Emily Kensley Kohlhas

She/Her | **Portfolio** — www.emilykkohlhas.com | **Mobile** — 267-972-5806 | **Email** — e.k.kohlhas@gmail.com

Food Marketing, Communications & Engagement Leader

Strategic thinker, systems builder, communications leader, educator, and lifelong learner with more than a decade of experience in food systems. Always in search of actionable insights and compelling takeaways to inspire meaningful change. Passionate about culinary exploration, regenerative agriculture, traditional knowledge, regional supply chains, purposeful travel, and dynamic storytelling. Driven to save the planet.

Core Skills

- COMMUNICATIONS & ENGAGEMENT** Teaching & Training | Employee Engagement | Public Relations | Event Planning
- LEADERSHIP & STRATEGY** Marketing Strategy | Strategic Planning | Systems Thinking | Process Development
- CONTENT DEVELOPMENT** Writing & Editing | Digital Marketing | Design | Photography
- AGRICULTURE, FOOD & CULINARY** Ag & Food Knowledge | Cooking Trends & Techniques | Seasonal Menu Planning

Professional Experience

John Vena Inc. Specialty Produce — Philadelphia, PA

Director of Marketing (May 2017 – Present)

- Responsible for all **marketing** functions at a 100-year-old produce wholesaler including strategy, budgeting, brand management, digital marketing, email marketing, content and collateral, advertising, public relations, design, events, apparel and swag, customer trainings, and employee trainings. Notable accomplishments include:
 - Creating and managing the company's first strategic marketing plan and budget of \$50-125,000.
 - Hiring and managing the company's first marketing team (an intern and a coordinator).
 - Spearheading and executing a major rebrand and website redesign as part of the company's 100th Anniversary, including development of new mission and core values language.
 - Building an asset library of more than 100 active pieces of collateral and thousands of product images, including developing a basic DAM system focused on sales utilization.
 - Launching the company's first email marketing and social media programs.
- Stepped in to formalize the company's **business development** process:
 - Launched Hubspot CRM. Developed business development KPIs and reporting process.
 - Created a business development team and implemented basic pipeline SOPs.
 - Developed business development strategies, including creation of customer profiles and journey mapping.
- Highly involved with **HR** and **employee engagement**. Projects have included:
 - Developing the company's first employee engagement budget and calendar.
 - Developing a new company-wide performance review process.
 - Developing and executing a recruitment strategy in partnership with HR.
 - Developing and delivering the company's first Culture Training sessions.
 - Ideating and organizing engagement and D&I events.
 - Collaborating with HR and Food Safety Manager to develop the company's COVID-19 response.
- Secured the company's first **major government contract** worth upwards of \$5M.
- Encouraged and supported the establishment of an executive **strategic planning process** in 2017. Remain an active member of the company's Senior Leadership Team, supporting various cross-departmental management initiatives.

Sales & Marketing Coordinator (March 2015 – May 2017)

- Identified, cultivated, closed, and managed **new accounts** in the foodservice and meal kit industries worth upwards of \$1M annually, contributing towards 15% overall company revenue growth from 2016 to 2017.
- Contributed to **product development** efforts by cultivating three new local suppliers (including the company's first organic supplier) and working with partners to develop and promote new items.
- Responsible for all company **marketing functions**, including social media, website, collateral, advertising, public relations, and events. Notable accomplishments include:
 - Designing and producing a library of content and collateral to support accounts in strategic industries.
 - Developing and scaling an event and training program for client sales team at major foodservice accounts.

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▲ Fair Food Philly — Philadelphia, PA

Communications @ Farmstand Associate (2013 – 2014)

- Supported digital marketing for a nonprofit connecting sustainable local farms to viable wholesale markets.
- Coordinated and streamlined vendor relations for the region's largest local food festival, Philly Farm & Food Fest.
- Provided merchandising and customer service support at the Fair Food Farmstand.

▲ Vetri Foundation for Children — Philadelphia, PA

Office Manager (2013)

- Responsible for all administrative duties at a nonprofit bringing healthy, from-scratch lunches into underserved schools, including board management, scheduling, communications, accounts payable, IT, hiring, and training.
- Managed a basic digital marketing and collateral program.
- Supported a comprehensive website redesign and facilitated rebranding efforts.
- Played a major role in planning and execution of a high profile \$1M fundraising event, The Great Chefs Event.

▲ Economy League of Greater Philadelphia — Philadelphia, PA

Communications Coordinator (2010-2012)

- Organized an annual multi-day policy conference in San Francisco, Philadelphia, and Toronto for 100-150 cross-sector executive leaders, including recruitment, communications, travel logistics, and program content development.
- Administered a 75+ member Board of Directors comprised of senior managers and C-suite executives.
- Conducted an analysis of existing marketing collateral and developed new, optimized suite of materials.
- Oversaw consultant work to re-define corporate membership structure and identify an optimal CRM software solution.
- Coordinated direct mail fundraising appeals, solicited corporate sponsorships, and prepared grant applications.
- Prepared written communications, including talking points and correspondence, for organizational leadership.

▲ Additional Experience

Marketing Consultant, **Little Baby's Ice Cream** – 2015
Host, **V Street Restaurant** – 2015
Farm Apprentice, **Love Apple Farms**, Santa Cruz CA – 2014
Ranch Apprentice, **Rancho La Venta**, Mexico – 2014
Stage, **Stateside Restaurant** – 2012
Demonstrator, **Brewery Ommegang** – 2012

Asst. to the Director, **Teachers Institute of Phila.** – 2009-10
Customer Service Cashier, **Whole Foods Market** – 2009-10
Music Intern, **Two.One.Five Mag** – 2009
Editorial Intern, **Penn Gazette** – 2008
Barista, **Di Bruno Brothers** – 2007
Philly Local & Host Assistant, **88.5 WXPB** – 2006-07

Recognition

- Produce Business Magazine – Selected for **40 Under 40 Rising Stars of the Produce Industry** (2021)
- The Packer – Selected for **The Packer 25** (2019)
- The Produce News – Featured in **Generation Next** (2017)

Quoted/Published In

Eating Here: Greater Philadelphia's Food Systems Plan (DVRPC)
The Philadelphia Inquirer | Produce Business Magazine
The Packer | Produce Blueprints Magazine | The Produce News
Perishable Pundit | The Penn Gazette | Two.One.Five Mag

Volunteer Engagements

- South Philly Food Co-op – Board of Directors (2015-17)
- South Philly Food Co-op – Events & Education Committee Member (2012-14)
- Occasional Volunteer: WinterShelter at Trinity Memorial Church, Philadelphia Orchard Project

Education

University of Pennsylvania | Philadelphia, PA
2009: BA, Anthropology

University of Cape Town | Cape Town, South Africa
2008: Anthropology Coursework

COURSERA — 2013 – Example Coursework: **Subsistence Marketplaces** – University Of IL | **Community Change in Public Health & US Food System** – Johns Hopkins | **Human Nutrition** – University of FL | **Child Nutrition & Cooking** – Stanford